What is claimed is:

1. A method for socially-relevant recommendation, comprising:

receiving data at a first node;

creating a log entry in accordance with a match found between the data received at the first node and data held by a second node within a short-range communication range of the first node; and

providing a socially-relevant recommendation to a user of the first node relating to the data received at the first node after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first node and data held by one or more other nodes encountered within the short-range communication range of the first node.

2. The method of claim 1, wherein the data received at the first node includes at least an identifier for data held by the second node.

3. The method of claim 2, wherein the identifier is a unique identifier.

4. The method of claim 2, wherein the identifier is an international standard book number.

5. The method of claim 2, wherein the identifier is a symbian identifier.

6. The method of claim 2, wherein the data received at the first node includes a data element held by the second node.

7. The method of claim 6, wherein the data element is a phone number.

8. The method of claim 6, wherein the data element is a universal resource locator.

9. The method of claim 1, wherein the data received at the first node is not browsable by the user.

10. The method of claim 1, further comprising determining if the user already possesses data relating to the socially-relevant recommendation.

11. The method of claim 1, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

12. The method of claim 1, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

13. The method of claim 1, wherein the recommendation is provided after the user performs an operation with the first node.

14. The method of claim 1, wherein the recommendation suggests to the user addition of data relating to the data received at the first node.

15. The method of claim 14, wherein the data suggested for addition is held by the second node.

16. The method of claim 1, wherein the first node employs short-range communication in communicating with the second node.

17. The method of claim 16, wherein Bluetooth is employed for the short-range communications.

18. The method of claim 1, wherein a one-way hash of a unique identifier associated with the second node is employed in creating the log entry.

19. The method of claim 1, wherein one or more criteria provide for weighting of log entries.

20. The method of claim 1, wherein the recommendation is not provided after expiration of a validity period.

21. The method of claim 1, wherein the data received at the first node is updated.

22. The method of claim 1, wherein the user is directed to a source for information regarding data suggested by the recommendation.

23. The method of claim 1, wherein an advertiser learns if the user complied with the recommendation.

24. A method for script handling, comprising:

performing matching operations between data received at a first node and data held by one or more nodes encountered within a short-range communication range of the first node;

logging matches found via the matching operations, wherein logging is in accordance with one or more logging rules; and

triggering one or more scripts, wherein triggering is in accordance with one or more triggering rules, and wherein one or more of the triggering rules take into account the logged matches.

25. The method of claim 24, wherein one or more of the scripts provides a socially-relevant suggestion to a user, wherein the socially-relevant suggestion relates to the data received at the first node.

26. The method of claim 24, wherein the data received at the first node includes at least an identifier for data held by the one or more of the one or more nodes.

27. The method of claim 26, wherein the identifier is a unique identifier.

28. The method of claim 26, wherein the identifier is an international standard book number.

29. The method of claim 26, wherein the identifier is a symbian identifier.

30. The method of claim 26, wherein the data received at the first node includes a data element held by one or more of the one or more nodes.

31. The method of claim 30, wherein the data element is a phone number.

32. The method of claim 30, wherein the data element is a universal resource locator.

33. The method of claim 24, wherein the data received at the first node is not browsable by a user of the first node.

34. The method of claim 24, further comprising determining if a user of the first node already possesses data to be suggested.

35. The method of claim 24, wherein triggering is performed a particular period of time after satisfaction of one or more of the triggering rules.

36. The method of claim 24, wherein triggering is performed at a particular time of day.

37. The method of claim 24, wherein triggering is performed after a user of the first node performs an operation with the first node.

38. The method of claim 24, wherein one or more of the scripts provides a recommendation suggesting addition of data, relating to the data received at the first node, to the first node.

39. The method of claim 38, wherein the suggested data is held by one or more of the one or

more nodes.

40. The method of claim 24, wherein the first node employs short range communication in communicating with one or more of the one or more nodes.

41. The method of claim 40, wherein Bluetooth is employed for the short-range communications.

42. The method of claim 24, wherein a one-way hash of a unique identifier associated with one or the one or more nodes is employed in logging.

43. The method of claim 24, wherein one or more rules provide for weighting of log entries.

44. The method of claim 24, wherein a recommendation provided by one or more of the scripts is not provided after expiration of a validity period.

45. The method of claim 24, wherein the data received at the first node is updated.

46. The method of claim 24, wherein a user of the first node is directed to a source for information regarding data suggested by a recommendation provided by one or more of the scripts.

47. The method of claim 24, wherein an advertiser learns if a user of the first node complied with a recommendation provided by one or more of the scripts.

48. A system for socially-relevant recommendation, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

receiving data at a first node;

creating a log entry in accordance with a match found between the data received at the first node and data held by a second node within a short-range communication range of the first node; and

providing a socially-relevant recommendation to a user of the first node relating to the data received at the first node after one or more criteria or have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first node and data held by one or more other nodes encountered within the short-range communication range of the first node.

49. The system of claim 48, wherein the data received at the first node includes at least an identifier for data held by the second node.

50. The system of claim 49, wherein the identifier is a unique identifier.

51. The system of claim 49, wherein the identifier is an international standard book number.

52. The system of claim 49, wherein the identifier is a symbian identifier.

53. The system of claim 49, wherein the data received at the first node includes a data element held by the second node.

54. The system of claim 53, wherein the data element is a phone number.

55. The system of claim 53, wherein the data element is a universal resource locator.

56. The system of claim 48, wherein the data received at the first node is not browsable by the user.

57. The system of claim 48, wherein the processor further performs determining if the user already possesses data relating to the socially-relevant recommendation.

58. The system of claim 48, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

59. The system of claim 48, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

60. The system of claim 48, wherein the recommendation is provided after the user performs an

operation with the first node.

61. The system of claim 48, wherein the recommendation suggests to the user addition of data relating to the data received at the first node.

62. The system of claim 61, wherein the data suggested for addition is held by the second node.

63. The system of claim 48, wherein the first node employs short-range communication in communicating with the second node.

64. The system of claim 63, wherein Bluetooth is employed for the short-range communications.

65. The system of claim 48, wherein a one-way hash of a unique identifier associated with the second node is employed in creating the log entry.

66. The system of claim 48, wherein one or more criteria provide for weighting of log entries.

67. The system of claim 48, wherein the recommendation is not provided after expiration of a validity period.

68. The system of claim 48, wherein the data received at the first node is updated.

69. The system of claim 48, wherein the user is directed to a source for information regarding data suggested by the recommendation.

70. The system of claim 48, wherein an advertiser learns if the user complied with the recommendation.

71. A system for script handling, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

performing matching operations between data received at a first node and data held by one or more nodes encountered within a short-range communication range of the first node;

logging matches found via the matching operations, wherein logging is in accordance with one or more logging rules; and

triggering one or more scripts, wherein triggering is in accordance with one or more triggering rules, and wherein one or more of the triggering rules take into account the logged matches.

72. The system of claim 71, wherein one or more of the scripts provides a socially-relevant suggestion to a user, wherein the socially-relevant suggestion relates to the data received at the

first node.

73. The system of claim 71, wherein the data received at the first node includes an identifier for data held by the one or more of the one or more nodes.

74. The system of claim 73, wherein the identifier is a unique identifier.

75. The system of claim 73, wherein the identifier is an international standard book number.

76. The system of claim 73, wherein the identifier is a symbian identifier.

77. The system of claim 73, wherein the data received at the first node includes a data element held by one or more of the one or more nodes.

78. The system of claim 77, wherein the data element is a phone number.

79. The system of claim 77, wherein the data element is a universal resource locator.

80. The system of claim 71, wherein the data received at the first node is not browsable by a user of the first node.

81. The system of claim 71, wherein the processor further performs determining if a user of the first node already possesses data to be suggested.

82. The system of claim 71, wherein triggering is performed a particular period of time after satisfaction of one or more of the triggering rules.

83. The system of claim 71, wherein triggering is performed at a particular time of day.

84. The system of claim 71, wherein triggering is performed after a user of the first node performs an operation with the first node.

85. The system of claim 71, wherein one or more of the scripts provides a recommendation suggesting addition of data, relating to the data received at the first node, to the first node.

86. The system of claim 85, wherein the suggested data is held by one or more of the one or more nodes.

87. The system of claim 71, wherein the first node employs short range communication in communicating with one or more of the one or more nodes.

88. The system of claim 87, wherein Bluetooth is employed for the short-range communications.

89. The system of claim 71, wherein a one-way hash of a unique identifier associated with one or the one or more nodes is employed in logging.

90. The system of claim 71, wherein one or more rules provide for weighting of log entries.

91. The system of claim 71, wherein a recommendation provided by one or more of the scripts is not provided after expiration of a validity period.

92. The system of claim 71, wherein the data received at the first node is updated.

93. The system of claim 71, wherein a user of the first node is directed to a source for information regarding data suggested by a recommendation provided by one or more of the scripts.

94. The system of claim 71, wherein an advertiser learns if a user of the first node complied with a recommendation provided by one or more of the scripts.

95. A system for socially-relevant recommendation, comprising:

means for receiving data at a first node;

means for creating a log entry in accordance with a match found between the data received at the first node and data held by a second node within a short-range communication range of the first node; and

means for providing a socially-relevant recommendation to a user of the first node relating to the data received at the first node after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first node and data held by one or more other nodes encountered

within the short-range communication range of the first node.